

The COVID-19 state of emergency has resulted in lost income across the creative sector. MSAC has responded immediately by convening constituents to assess the most urgent needs, passing measures to ease the burden on organizations and artists during this challenging time, and compiling lists of state and national resources.

For further questions, reach out to the appropriate MSAC staff member at <https://www.msac.org/staff>.

### **How is MSAC assessing needs from constituents?**

- Four Listening Sessions were publicized and hosted by virtual meeting
  - Three sessions were open to the public
  - One targeted session was hosted with executive directors of county arts council, who are in a position to understand local needs
  - More than 250 people attended the sessions
  - Sessions were hosted by MSAC and Maryland Citizens for the Arts
  - Participants were encouraged to engage with MSAC's parent agency, the Maryland Department of Commerce, for resources supporting entrepreneurs and small businesses
- Actions identified during the Listening Sessions were compiled and assigned to the following stakeholders
  - Maryland Citizens for the Arts
  - Maryland State Department of Education
  - Arts Education in Maryland Schools
  - The Baltimore Creatives Acceleration Network at Maryland Institute College of Art
  - County Arts Agencies of Maryland
  - Maryland Philanthropy Network
  - Maryland Nonprofits
  - Maryland Volunteer Lawyers for the Arts

### **How has MSAC changed its granting practices in response to the emergency?**

- Current funds for the Special Request Grant program have been redirected to support an Emergency Grant program for organizations, which will open soon
- Matching requirements have been suspending for the following programs: Arts & Entertainment Technical Assistance, Folklife Network, Maryland Presenting and Touring, and Public Art Across Maryland
- Allowable expenses have been expanded to include any arts-related expense for the following programs: Arts & Entertainment Technical Assistance, Creativity Grant, Folklife Network, and Professional Development Grants
- In the County (Community) Arts Development program, matching requirements have been suspended, allowable expenses have been expanded to include emergency relief efforts supporting artists and organizations in grantees' jurisdictions, and county arts council leadership has been encouraged to follow MSAC's lead in expanding allowable expenses for grants made at the county level
- In the Arts in Education program, all outstanding Artist in Residence and Visiting Performer grants will be paid in full

- Recommendations are currently under review for an Emergency Grant program for artists, with details being released soon

#### **How is MSAC acting proactively?**

- Creative Conversations communicating resources and sharing ideas will be publicized and hosted by virtual meeting for the following disciplines and topics: arts in education, arts and entertainment districts, county arts agencies, dance, folk and traditional arts, independent artists, literary arts, media arts/film, music, presenters, public art, theatre, touring artists, visual art
- Professional development sessions will be publicized and hosted on the following topics:
  - Application assistance for loan from the Maryland Department of Commerce and U.S. Small Business Administration
  - Coordinating funding resources
  - Increasing online presence to monetize services and products
  - Season planning after the COVID-19 public health emergency
  - Self care
- Marketing assistance will continue to be offered by MSAC in the following ways
  - Increased promotion of the Maryland Artist Registry to bolsters artists' ability to sell work
  - Creation of an online portal where artists can offer services for hire
  - Promotion of local sources over national sources
  - Creation of a public "call board" for updates on cancellations and rescheduling
  - Development of recommended language to use in fundraising requests, including: independent artists utilizing personal connections, organizations making year-end giving requests, and donation of federal relief to the arts
- Planning to market the resurgence of the creative sector after the state of emergency